

# josie roe

Communication Designer | 📍 Brooklyn, NY

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## EDUCATION

### UNIVERSITY OF CINCINNATI

Bachelor of Science in Communication Design

2018 — 2023

I participated in the Professional Practice Program at the College of Design, Architecture, Art, and Planning (DAAP). I alternated semesters of classroom study with full-time work experiences in the field of design.

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## ACADEMICS

UC Dean's List (2018–2023), Sallie Baldwin Endowed Graphic Communications Scholarship Recipient, DAAP Tribunal, Federal Work Study, CODE Collective, Design-In-Mind Art Classroom Volunteer

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## SKILLS

### SOFTWARE

Adobe Photoshop, Adobe After Effects, Adobe InDesign, Adobe Premiere Pro, Adobe Illustrator, Microsoft Programs, Google Programs, Contentful, Figma, Procreate

### GRAPHIC DESIGN

Typography, Illustration, Motion Design, Environmental Design, Creative Directing, Packaging Design, Website Design, Photography, Drawing, Painting, Printmaking, Video and Photo Editing, Research, Copywriting

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### CONTACT INFO

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## WORK EXPERIENCE

### Precision Strategies, New York, NY

*Associate Graphic Designer / Sept 2024 — Feb 2025*

At Precision, a strategy and marketing agency located in Manhattan, I worked with clients to create impactful brand experiences using visual storytelling. For their creative team, I led digital and print design projects for corporate & political organizations, non-profits and advocacy groups, and I designed advertisement and social media campaigns, re-brands, and pitched brand strategy and concepts to best support clients' goals.

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### Forter, New York, NY

*Graphic Designer (Freelance) / July — Sept 2024*

As a contractor at Forter, I supported the brand team and designed promotional and internal assets for the fraud protection company. I edited videos for their website, created web pages for exclusive events, and formatted one-pagers, newsletters, and pitches.

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### KIND Snacks, New York, NY

*Graphic Designer (Co-op, Freelance) / Jan — Dec 2022*

For KIND's design team, I developed branded advertisements, store displays, packaging, landing pages, e-commerce assets, and email blasts to successfully promote key items and launch new snacks to their customer base. For internal projects and product development, I made mockups and designed newsletters, one pagers, and catalogs.

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### MSA Design, Cincinnati, OH

*Graphic Designer (Co-op) / May — Aug 2021*

For the graphics department of this Cincinnati architecture and interior firm, I designed environmental graphics (signage, wayfinding, murals) for local clients, and created internally branded web portfolio pages, emails, social posts, internal documents, and podcast thumbnails.

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### Hasbro, Pawtucket, RI

*Brand Designer (Co-op) / Jan — May 2020*

I designed branding and packaging for the toy brands Baby Alive and Furreal Friends. I developed brand books, assisted photo shoots, led trend forecasting and fashion research initiatives. With intern team, I pitched an original gaming concept to design executives.